



Selling Advertising Space in 90 Minutes

Brian Neil

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Selling Advertising space in 90 Minutes is a complete guide to planning and implementing advertisement sales, in a format which can be applied to any publishing context from print to online sales. Based on a successful media sales training course which the author has been giving for many years, the book starts with an explanation of how the industry works, and then guides readers through the skills and processes involved in each stage from lead-sourcing through to closure. Areas covered include: * The role of advertising sales in publishing * What the ad sales job involves and where it can lead * How to plan and implement a successful campaign * How to structure your pitch * How to sell cross-media advertising * How to get through to the real decision-makers * How to deal with objections * How to close the sale

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